

## Electronic Acknowledgement Receipt

<b>EFS ID:</b>	7848776
<b>Application Number:</b>	10749110
<b>International Application Number:</b>	
<b>Confirmation Number:</b>	3154
<b>Title of Invention:</b>	Encoding ad and/or ad serving information in a click URL
<b>First Named Inventor/Applicant Name:</b>	Chad Lester
<b>Customer Number:</b>	82402
<b>Filer:</b>	John C. Pokotylo/Leonard Linardakis
<b>Filer Authorized By:</b>	John C. Pokotylo
<b>Attorney Docket Number:</b>	Google-33/APP (GP-086-00-
<b>Receipt Date:</b>	18-JUN-2010
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<b>Application Type:</b>	Utility under 35 USC 111(a)

### Payment information:

Submitted with Payment		no			
File Listing:					
Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	NPL Documents	Ref_BA_CERN_httpd_guide.pdf	5597750	no	82
			fedee1b291c3a3f7a66992b462b493454f3c680		
Warnings:					
Information:					

2	NPL Documents	Ref_BC_getrequest_cpp.pdf	541166 5c7c3693483b79c0f5d8f272ac7f5ab3ee57 Re42	no	11
<b>Warnings:</b>					
<b>Information:</b>					
3	NPL Documents	Ref_BD_GN_2_24_code.cgi. pdf	339197 85be080772ac0806c3a04daec0a113401 39529	no	7
<b>Warnings:</b>					
<b>Information:</b>					
4	NPL Documents	Ref_BF_draft_ietf_http_spec. pdf	343532 1bb2c003a46c208c9ba217ef084722130b1 d4ee	no	46
<b>Warnings:</b>					
<b>Information:</b>					
5	NPL Documents	Ref_BG_draft_basic_HTTP_199 2.pdf	399730 b3ce72c195d4d506c0e04b05d0a0acaa5 21807	no	56
<b>Warnings:</b>					
<b>Information:</b>					
6	NPL Documents	Ref_BH_khoda_and_endo_Ubi quitous_advertising_on_the_W WW.pdf	634649 0163608b640557af05f06f0da2548422cc 039	no	20
<b>Warnings:</b>					
<b>Information:</b>					
7	NPL Documents	Ref_Bl_log_cpp.pdf	571339 48e554652cd1ab1134e691f94e7e79b3f1 10b1	no	13
<b>Warnings:</b>					
<b>Information:</b>					
8	NPL Documents	Ref_BJ_mary_meeker_INTERNE T_ADVERTISING_REPORT.pdf	17355767 9145385e3d070705c09085cc1365221a6c 83c1c	no	152
<b>Warnings:</b>					
<b>Information:</b>					
9	NPL Documents	Ref_BK_NCSA_1_4_2_Code_co nf_dist.pdf	176025 93c2001142579bca90ca016940ae5633d4 d6560	no	3
<b>Warnings:</b>					
<b>Information:</b>					
10	NPL Documents	Ref_Bl_NCSA_1_4_2_Code_co nfig.pdf	1256753 8c64322d703f3d3c2a43d3c9752de1999 661	no	23
<b>Warnings:</b>					
<b>Information:</b>					

11	NPL Documents	Ref_BM_NCSA_1_4_2_Code_lo g.pdf	565790 596de54e0141c0f3b1dc5ca97f8ea0705 363e5	no	10
<b>Warnings:</b>					
<b>Information:</b>					
12	NPL Documents	Ref_BN_NCSA_1_4_2_Code_sc ript.pdf	690692 e518413b0de960e4e0380aee10c4e587e b9993	no	13
<b>Warnings:</b>					
<b>Information:</b>					
13	NPL Documents	Ref_BO_NCSA_documentation. pdf	12695345 b7cd3030f06e0245ace0f35d2bc093b41e a4150	no	154
<b>Warnings:</b>					
<b>Information:</b>					
14	NPL Documents	Ref_BP_Novak_and_Hoffman_ new_metrics_for_new_media. pdf	368235 613a6bbcb064d7c5d613d91734779a0c2 801a11	no	30
<b>Warnings:</b>					
<b>Information:</b>					
15	NPL Documents	Ref_BQ_oreilly_ACM.pdf	357161 46c897b424b9808edde7da8b0510b6a05 4c2a0	no	8
<b>Warnings:</b>					
<b>Information:</b>					
16	NPL Documents	Ref_BR_PHP_Programming_isc _phplc.pdf	1375516 071d6d07b0553e13e1897c1dd4e28c1dd 126c	no	24
<b>Warnings:</b>					
<b>Information:</b>					
17	NPL Documents	Ref_BS_rfc_1945.pdf	204332 16187488076c1ad526b9571820492f438b2 a7c0ff	no	57
<b>Warnings:</b>					
<b>Information:</b>					
18	NPL Documents	Ref_BT_the_economist_rise_of _the_infomediary.pdf	94153 7902ce725a743b497b1eac3e5ab27071c197 53462	no	3
<b>Warnings:</b>					
<b>Information:</b>					
<b>Total Files Size (in bytes):</b>			43567132		

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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.